

## ORDER



**Orders**  
**Order / Rev:** 187331  
**Alt Order #:**  
**Product Desc:** Joe Coors for Congress  
**Estimate:** 3466  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** American Media Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Congress/Joe Coors (R)  
**Demographic:** A25-54  
**Product Codes:** PL3-US House Rep  
**Priority:** P3  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	44	\$41,265.00	\$35,075.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	44	\$41,265.00	\$35,075.25	0.00
<b>Totals</b>	<b>44</b>	<b>\$41,265.00</b>	<b>\$35,075.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/30/12	11/06/12	GMA M-F 7-9A / KMGH CA GMA M-F 7-9A	CA	7A-9A	11111--	:30	5	\$625.00	P3	0.00	NM	6	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$625.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$625.00		0.00			
N 2	KMGH	11/03/12	11/03/12	7-9a Sat Morning News CA 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$300.00		0.00			
N 3	KMGH	11/04/12	11/04/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$300.00		0.00			
N 4	KMGH	11/04/12	11/04/12	7A-8A SUN MORN NEWS CA 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$315.00	P3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$315.00		0.00			
N 5	KMGH	11/04/12	11/04/12	9A-10A SUN MORN NEWS CA 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$400.00		0.00			
N 6	KMGH	10/30/12	11/05/12	11A-12P News/KMGH CA 11A-12P News	CA	11A-12P	11111--	:30	5	\$275.00	P3	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

